

The LEAFLET



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Lake Forest's New Neighborhoods

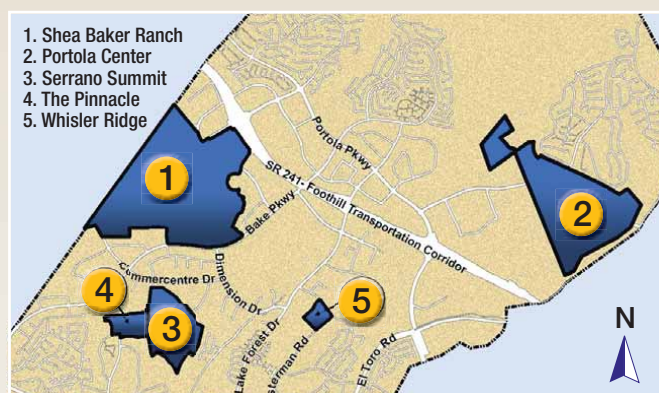
New Series!

Opportunities Study Area Update

Great communities don't happen by accident. They are the result of hard work by community members, business members, and leaders working together towards a common vision and purpose. Since incorporation, Lake Forest has grown to be a vibrant, dynamic community – the natural choice to live, work, and play. The Opportunities Study Area (OSA) project continues this trend of thoughtful development and growth. The OSA project represents the City's opportunity to complete the final build-out of a balanced community and ensure the benefits of development are shared by all Lake Forest residents.

As part of OSA, the City re-zoned over 800 acres of land on five separate parcels, paving the way for five New Neighborhoods – Baker Ranch, Portola Center, Serrano Summit, The Pinnacle at Serrano Highlands, and Whisler Ridge. The City signed development agreements for each New Neighborhood that contained provisions benefiting the City overall. Amenities the community can look forward to include:

- An 86-acre Sports Park & Recreation center (under construction now!).
- Additional neighborhood parks, open space, and trail connections.
- Citywide traffic improvements to keep traffic running smoothly.
- Funds for the local school district for school improvements.
- A Civic Center to serve as a hub for civic engagement.
- New shops and restaurants.



Lake Forest's New Neighborhoods will be a recurring series in The Leaflet where you can learn more about each New Neighborhood and the status of community amenities. For more information, visit www.lakeforestca.gov/newneighborhoods, or like us on Facebook at www.facebook.com/LFnewneighborhoods and www.facebook.com/LFsportspark.



CITY MANAGER'S



Message

Lake Forest, The Natural Choice for Business

What a way to end the summer – with food and festivities during the 3rd annual Shop & Dine Lake Forest Week! Shoppers and diners were out in full force taking advantage of amazing deals and discounts offered at over 320 participating Lake Forest businesses – that's over 100 more businesses than last year! Back by popular demand, the Taste of Lake Forest wrapped up the week-long event with delicious food samples from a variety of local restaurants. Even though Shop & Dine Lake Forest Week is over, hold on to your coupon booklet because a lot of these deals last until the end of the year, or even better – don't have expiration dates!

By shopping and dining in Lake Forest, we're keeping our dollars in the community. In addition to supporting and creating local jobs, we're generating sales tax dollars, which fund City services such as public safety, recreational programs and activities, and improvements in your neighborhood. With your support, we're building a strong community and celebrating the diversity of businesses in Lake Forest.

Shop and Dine Lake Forest Week is just one of many events hosted by the City every year to partner with and support local businesses. From the local business owner to the major corporation, the success of our local businesses is a top priority. Our Economic Development team takes a proactive role in growing existing businesses, attracting new businesses, and encouraging entrepreneurialism through a variety of programming. Events include one-on-one business visitations, free seminars and workshops, free business counseling, and business information packets. Read about two of our upcoming business seminars on page 3. To find out more about why Lake Forest is the Natural Choice for Business, visit us at www.lakeforestbusiness.com.

Sincerely,

Robert C. Dunek

Robert C. Dunek,
City Manager



Passport Services Coming Soon to City Hall

Have an upcoming trip planned and need to obtain or renew a U.S. Passport? Starting October 1, the City Clerk's Office is your go-to destination for updating or obtaining passports. Designated by the United States Department of State as a Passport Acceptance Facility, the City Clerk's Office is open for passport-related business from 9 a.m. to 4 p.m. Monday through Thursday, and 9 a.m. to 3 p.m. every other Friday. For more information, call 461-3420.

Upcoming City Council Meeting Dates

City Council meetings are held on the first and third Tuesday of every month starting at 7:00 p.m.

- Tuesday, October 1
- Tuesday, October 15
- Tuesday, November 5
- Tuesday, November 19

Business Seminars: Save the Dates!

Don't miss out on these FREE business seminars at Lake Forest City Hall (25550 Commercentre Drive). Seating is limited! RSVP today with Economic Development at economicdevelopment@lakeforestca.gov or call 461-3567.



How to Contract With Government Agencies

Friday, October 4 from 8 a.m. to 12 p.m.

Learn how to secure government contracts at this half-day seminar designed for entrepreneurs interested in obtaining contracts with City, County, State, and Federal government agencies. Program highlights include an overview of government contracts, contracting requirements, the certification process, and ways to offer your services. Breakfast will be provided.

Selling Techniques That Work!

Tuesday, October 8 from 5 p.m. to 8 p.m.

The "Selling Techniques that Work" workshop provides business owners with valuable selling techniques, ways to effectively present products, tips for handling objections, and identifying when a customer is ready to buy. Learn techniques to sell a product or service through face-to-face engagement, advertising, promotional materials, direct mail or on a company's website.

Carl Woodard of SCORE will demonstrate why a strong sales approach is a critical part of a company's marketing plan and future success. A light dinner will be provided.

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2014 Lake Forest Calendar Contest *Capture the Moment*

Whether it is with a smart phone, a digital camera, or the old-fashioned point-and-shoot, we all love to take pictures of places, spaces, and faces that make us smile – moments that move us. We invite you to capture Lake Forest's beautiful environment, eclectic architecture, active people and vibrant community and submit your moments for the 2014 community calendar! Both amateur and professional photographers are welcome to participate in this free contest. Photos must be submitted in digital format (JPEG).

Winning photos will be featured in our "I Love Lake Forest" community calendar. Photo submissions will be accepted online at www.asklakeforest.com or at chon@lakeforestca.gov through October 14, 2013. See rules and details at www.lakeforestca.gov/calendarcontest.



Lake Forest At-A-Glance



POPULATION

78,036

BIRTH DATE

DECEMBER 20, 1991



TYPE OF

CITY

GENERAL LAW CITY WITH
COUNCIL-MANAGER
FORM OF GOVERNMENT

OFFICIAL BIRD

Hummingbird



OFFICIAL FLOWER



Limonium

OFFICIAL TREE

Coast Live Oak



TOP COMMUNITY PRIORITIES

Improve parks/recreation

Reduce traffic congestion

Improve/repair infrastructure



NO. OF PARKS

27



TOTAL HOUSEHOLDS

26,250



MEDIAN AGE

36.8 YEARS



CITY MOTTO

"Remember the Past, Challenge the Future"

**NO. OF
HIGH
SCHOOLS**

1



MEDIAN HOUSEHOLD INCOME



\$87,555

**NO. OF ELEMENTARY
SCHOOLS AND
MIDDLE SCHOOLS**

30



EMERGENCY SERVICES

FIRE STATIONS

3



**NO. OF
LIBRARIES**

2

CORRIDORS

I-5, 405 AND 241 Toll



FEE FOR BUSINESS LICENSE

\$0!!!

AVERAGE NO.

**OF 4TH OF JULY
PARADE ENTRIES**

100



TOP EMPLOYERS

Oakley	2206
Panasonic Avionics	1500
loanDepot	680
Wonderware Corporation	547
Apria Healthcare Group	367
Stanley, Black & Decker	362
Wal-mart	300
Wet Seal Corporation	274
Dynacast	188
Sole Technology	155

City Websites & Social Media

www.lakeforestca.gov

www.etniesskatepark.com

www.lakeforestca.gov/teens

www.lakeforestca.gov/seniors

www.lakeforestbusinesses.com



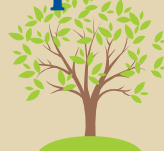
@lakeforestCA



www.facebook.com/lakeforestca

LAND AREA

16.6 Sq. Miles



Volunteer Spotlight! Congratulations Diana Dernehl for being the second to share your volunteer story and inspire others to volunteer. If you have a volunteer story to share, submit your articles to chon@lakeforestca.gov today!

VOLUNTEERING AT SOUTH COAST MISSION

South Coast Mission has been successfully helping the Lake Forest community for over 5 years! We are very proud to assist those living here with their marriage and relationship problems, parenting troubled teenagers and many other personal issues.

One of our greatest success stories is from a woman who was in a verbally and physically abusive relationship while trying to raise her young daughter. The woman started one-on-one counseling at South Coast Mission and gained enough courage to get out of the relationship. Now she does not have to worry about her daughter becoming involved in the abuse or witnessing the abusive relationship.

This is one example of how we helped two people go from living in fear to gaining greater self-respect and happiness. This ability to help people is the sole reason that each person works at our non-profit organization!

Be A Good Neighbor – City Noise Ordinance in Effect

Loud, excessive noise can easily become an annoyance to neighbors. Before hosting a large gathering or event, we encourage you to review the City's noise ordinance and the Multiple Response Ordinance.

What is the purpose of the Multiple Response Ordinance?

The ordinance discourages repeat disturbances and unruly events and allows the City to impose an escalating fine to violators after verbal and written warnings are issued by Sheriff's Deputies.

How much are the fines?

1st Response: Warning	2nd Response: \$250
1st Subsequent Response: \$100	3rd Response: \$500

What is the difference between a 1st Response and a 1st Subsequent Response?

There's a huge difference!

- A 1st Response is the very first time a Deputy responds to your home for a noise complaint. There is no fine associated with a 1st Response.
- A 1st Subsequent Response means that a Deputy has gone to your house for a second time within three months of the 1st Response for the same complaint. The fine for a 1st Subsequent Response is \$100.

Where can I read more about the ordinance?

The ordinance can be found in the City's Municipal Code at <http://qcode.us/codes/lakeforest/>.



Overwatering is Out!

Did you know that over 50% of water used in a home is typically used outdoors? Water that runs off from irrigation systems and sprinklers wastes our limited potable water supplies and can transport pollutants directly into our local ecosystem.

Water runoff occurs when sprinklers spray water on areas without landscaping such as sidewalks and patio surfaces, or when landscaping is overwatered and the soil becomes saturated. Irrigation runoff can pick up many different pollutants such as motor oil, pesticides, pet wastes, pathogens/bacteria, nitrates, toxic metals, and household chemicals. Unlike the sewer system, runoff water is not treated and the storm drain system conveys polluted water directly to local creeks, lakes, and beaches. Here are some tips to reduce or eliminate runoff that will protect the environment, conserve water resources, and likely reduce your monthly costs:

1. Do not over-water. Most plants do not need to be watered everyday – especially lawns.
2. Visit www.overwateringisout.org for tips, rebates, events and news!
3. Consider the season! During shorter, cooler winter days, landscape requires less irrigation.
4. Water before sunrise or in the evenings after sunset. This will maximize water absorption into the soil and minimize loss due to evaporation or wind dispersal.
5. Turn off your sprinklers when it rains and use the rain delay on your controller.
6. Periodically inspect and fix leaks in your sprinklers.
7. Consider the use of native and drought resistant California plants for landscaping. There are over 6,000 varieties to choose from and they typically use about two-thirds less water.



24-Hour Water Pollution Hotline (877) 89-SPILL

Remember, the Ocean Begins At Your Front Door.

For more information, contact the Public Works Department at: 461-3480, or visit us on the web at www.lakeforestca.gov/waterquality

Help Your Pet Find Its Way Home License Your Dog or Cat at OC Animal Care

Did you know that all dogs in Orange County over the age of four months are required to be licensed and vaccinated against rabies? Owners must license their dog within 15 days of acquisition or within 15 days after license expiration, and must provide proof of a California-approved rabies vaccination.

Benefits of licensing your pet:

- Easy means to identify you as its owner.
- Animal Control Officers can quickly reunite a lost dog with its owner.
- Helps prevent rabies outbreaks.
- Provides information to support investigations of cruelty, neglect, abandonment and dog bites.

Licenses must be renewed annually. License your pet online at <https://petadoption.ocpetinfo.com/Licensing/>, or visit OC Animal Care at www.ocpetinfo.com. For more information on pet licensing and fees, call 249-5160.



Recreation/Events Calendar

Fall 2013 (October)

OCTOBER

Live Music Showcase Friday 4

6-10 p.m.

Etnies Skatepark
of Lake Forest
(20028 Lake Forest Dr)

Fee: \$5 per person



Hallow's Eve Bowl Jam Saturday 26

3-10 p.m.

Etnies Skatepark
of Lake Forest
(20028 Lake Forest Dr)

Fee: \$20 per person;
register day of event only at 2 p.m.



Red Rock Canyon Hike Saturday 26

9 a.m.-12 p.m.

Whiting Ranch Park

Fee: \$3 per person,
additional \$3 parking



Senior Resource Fair Wednesday 30

10 a.m.-12:30 p.m.

City of Lake Forest
Community Center
(25550 Commercentre Dr)

Free admission



Friday, October 18

Haunt at Heritage Hill



6-10:30 p.m.

Heritage Hill Historical Park
(25151 Serrano Rd)

Fee: \$5 per person
(12 years & older)

Saturday, October 19

Autumn Harvest Festival



4-9 p.m.

Heritage Hill Historical Park
(25151 Serrano Rd)

Fee: \$4 adults, \$3 children
(12 years & under)

Save the Date:

Winter registration starts

on Tuesday, November 12 at 8 a.m.!

For more info on any of these activities, call Community Services at 461-3450.





City of Lake Forest
25550 Commercentre Drive
Lake Forest, CA 92630

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 104
LAKE FOREST, CA

Postal Customer

ECRWSS

Important City Telephone Numbers



OC Animal Care 249-5160
Building Division 461-3470
Building Inspection. . . . 461-3468
City Clerk 461-3420
City Council 461-3420
City Manager's Office . . . 461-3410
Community
Policing Center 461-3530
Community
Preservation 461-3474
Etnies Skatepark 916-5870
Graffiti Hotline 461-3583
Planning 461-3491
Public Works 461-3480
Recreation 461-3450
Economic
Development 461-3567

IMPORTANT CITY WEBSITES

City
www.lakeforestca.gov
Economic Development
www.lakeforestbusiness.com
Etnies Skatepark of Lake Forest
www.etnieskatepark.com



The Leaflet is published by the City of Lake Forest and is distributed as a public service to the homes and businesses of the city. The City of Lake Forest welcomes your comments, suggestions and questions regarding The Leaflet. Please call or write:

Editor, The Leaflet
City of Lake Forest
25550 Commercentre Drive
Lake Forest, CA 92630
461-3400



www.lakeforestca.gov

"EXPAND THE FOREST"

The Expand the Forest program allows members of the community to dedicate trees in memory of departed loved ones or to commemorate special occasions while encouraging the expansion of our urban forest. Trees are \$70 and are planted and maintained by the City. There are several different species of approved trees which may be planted in several City parks.



For more information, please call the Public Works Department at 461-3480.

SPONSORS	TREE SPECIES	LOCATION	DEDICATION
The Patalsky Family: Jenny Lynn, Bobby, Andy, Chris	Magnolia Tree	Borrego Overlook Park	Happy Birthday Mum/Gamma, you are always with us and you will never be forgotten!
Joseph Lee and Cindy Van Rooyen	Magnolia Tree	Borrego Overlook Park	Correl Fleur Lee (Wife and Mother)
Brian and Le Ann Hubbard	Liquid Amber	Borrego Overlook Park	In Loving Memory of Richard Hubbard 1952-2008
Lake Forest Garden Club	Magnolia Tree	Rancho Serrano Park	Loydele Kehler 2011-2013 President Lake Forest Garden Club
Jim Penn and Rudy Black	Magnolia Tree	Rancho Serrano Park	Alice and Vern Shields
Jim Penn and Rudy Black	Magnolia Tree	Rancho Serrano Park	Bea O'Riordan
Modern Woodmen of America Chapter 7110	Magnolia Tree (3 Trees)	Alton Park	To the Community from Modern Woodmen of America Chapter 7110
Kerstin Florian International	Magnolia Tree (3 Trees)	Rancho Serrano Park	To a Sustainable Planet
Kerstin Florian International	Liquid Amber (2 Trees)	Rancho Serrano Park	To a Sustainable Planet
The Banuelos-Bernath Family	Liquid Amber	Borrego Overlook Park	In Loving Memory of Phillip John Bernath



FAIR HOUSING An impediment to fair housing opportunity is any policy or practice that denies or adversely affects the provision of housing to a person in any protected class. Examples of a protected class include minorities, elderly, and disabled persons. As a recipient of annual Federal Community Development Block Grant funds, the City of Lake Forest is committed to furthering fair housing practices in the community and cooperates with the Fair Housing Council of

Orange County to eliminate discriminatory practices county-wide. Fair Housing opportunity is the law. If you or someone you know has a fair housing question or issue that needs to be addressed, please call the City's Housing Manager at 461-3471.